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AUTHOR Pettey, Gary R.
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ABSTRACT

Approximately 823 people were interviewed in a study that sought to determine (1) whether newspaper reliant and television reliant people think about political information in the same manner, and (2) what inf~rences can be drawn from the viewing of cognitive structures if one assumes a causal ordering from cognitive structure--level of differentiation to the media attended. Political information in the form of national and international political issues were scaled multidimensionally among four political interest/media reliant groups. Each respondent was asked how related two issues were by assigning to each dyad a score from 0-100. Multidimensional scaling and cluster analysis of the data showed that newspaper reliance, whether of higher or lower interest, was associated with a more developed understanding of political information. It also provided evidence that only when television reliance is combined with lower levels of political interest is there a demonstrable difference in the cognitive space allocated to at least some political issues. The findings suggested that reliance, across levels of political interest, has meaning. Further, that television does not necessarily impede the ability to access and use political information. (HOD)

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A First Step Toward a Search for Meaning in the Reliance--Political Interest Typology

Gary R. Pettey

5050 Vilas Hall
Mass Communications
Research Center
Department of Journalism and Mass Communication
University of Wisconsin--Madison
(608) 263-4859

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A First Step Toward a Search for Meaning in the Reliance--Political Interest Typology

Previous studies have demonstrated media dependency and media reliance to be rather slippery notions to document empirically or, especially, to define conceptually. Dependency seems to have become fairly removed from its most often cited origin in DeFleur and Ball-Rokeach (1975). Reliance, often a surrogate for dependence, has been addressed more in recent articles, but exactly what it is or what one should predict based on whether a person is television or newspaper reliant is still mostly uncertain.

Various studies have presented data showing newspaper dependent people to be more knowledgeable (Becker, Sobowale and Casey 1979; Becker and Whitney 1980; McLeod, Luetscher and McDonald 1980), to have more trust in the political system (Miller, Goldenberg and Erbring 1979; Becker and Whitney 1980; Becker, Sobowale and Casey 1979; Becker and Fruit 1979), and to feel more politically efficacious (Robinson 1976; Becker and Fruit 1979; Miller, Goldenberg and Erbring 1979; Miller and Reese 1980). Two more recent studies have called into question the "good" newspapers versus the "bad" television ideas by looking at reliance across levels of political interest (Pettey 1983; Pettey 1984). All of these studies appear rooted in the question of whether one's reliance on a given medium affects one's knowledge and view of the political world.

This study will attempt to answer two questions (1) Do newspaper reliant and television reliant people think about political information in the same manner. More specifically, what inferences can be drawn about the cognitive structures of newspaper and television reliant people, since it will be argued that it is from there that meaning is derived and (2) What inferences can be drawn about the relationship of media reliance and political information if one assumes the opposite causal ordering from most previous studies? That is that one's cognitive structure--or quantity and quality of information about politics--causes one to seek sources of information that is mostly consistent in quality

and quantity with individual's cognitive structure? In other words, is there at least a reciprocal causal assumption that may help one understand this relationship between reliance and political information? (3) Finally, can a non-mainstream methodology be used to help delineate the differences in cognitive structures?

This paper will argue that the meaning of all concepts--including political ones--must be developed individually by each of us. Further, that the way we relate one concept to another and the degree to which we detail the concepts within a certain grouping of concepts, is learned through experience and interaction with the people around us through some socialization process. Finally, that even the best manner to maintain these relations of concepts (cognitive structures) is transmitted socially through a media preference.

MEANING AS A CONCEPTUAL, SYMBOLIC PROCESS

An individual must perceive and organize reality for him or herself. Each individual must build his or her own conceptual model based on meanings that have been internally stored. These elements of conceptual meaning--symbols--either discursive (words, language) or presentational (artistic, pictorial, non-linguistic) must be founded originally in each individual's experience. But one can never fully reproduce reality in either words or pictures. Every mental image or verbal attempt to represent reality either internally or externally to someone else must be in terms of a conceptual model. By the very nature of modeling, certain aspects of a concept are highlighted while others are ignored. Thus the conceptual images associated with a given word or image are apt to be somewhat different for different individuals.

Though most of us in a particular culture or society experience certain similarities in types of experiences during the life span (birth, childhood, education, marriage), the particulars of the experience (temporally, geographically and qualitatively) are all different.

The reality or social reality of the experience, then, is different for each of us--even to the exact meaning we attach to the simplest of symbols. For example, when someone says dog, each of us pictures a prototype dog mentally. Yet what this concept, dog, means to each of us--even the mental image supplied--is somewhat different. One person pictures a beagle, another a Great Dane. Language, then, is an attempt to transfer concepts from one individual to another, imperfectly through concepts that have some common meaning. The transfer of concepts is an inexact, approximate process, where most people are unable to gather a complete picture of the concept because of differences of internal meaning. Pocock (1971) argues that language always conveys more than we intend--surplus meaning. By the same argument language always conveys less than we intend.

The obvious tools for the modeling and the transfer of the concepts are words. If words are only elements of the concepts, which are only models of the reality they represent, and if the meaning of the concepts is based on an internal configuration, it would seem clear that communication between individuals under the best of circumstances is sketchy and incomplete. In Newcomb's (1959) terms, communication is limited by the difference in orientation of the communicators to the object of communication. The difference in orientation (the differences in the communicator's conceptual models) can account for the often heard comment: "I just can't communicate with him,' and also for respondents' frustrations of having to fit their cognitive structural meaning of a question into a set of answers supplied via another cognitive structure (the researcher's).

POLITICAL INFORMATION AND COGNITIVE STRUCTURE

One set of inferences that can be drawn from the reliance studies is that television and newspaper reliance are actually phenomena resulting from certain social-level constraints, both directly and indirectly. One could argue that social groups actually attempt to influence appropriate media for its members to use. Certainly at least to some limited extent one could argue that more

educated people and people of higher social status would put higher priorities on printed material than would lesser educated people and people of a lower social status. This direct effect, though probably supportable, does not supply enough understanding to be satisfying.

Instead, let us pursue a more indirect effect. Most of the questions of reliance have dealt with reliance on a medium for political information. Salience, importance and eventually interest in politics certainly do not spring fully developed within the minds of individuals. Attention to political information must be nurtured within the individual through a socialization process (Silbiger 1977; Beck 1977). Meaning must be developed by the individual over time. Different socialization agents would differentially stress the level (quantity) and type (quality) of information that the individual should hold. This would vary across agents and individuals. Political-participant groups, for example, would stress high cognitive differentiation of things political. But a conservative Republican would arrange the cognitive framework differently than would a liberal Democrat, even though both groups might stress high levels of differentiation and organization of political information.

If one can hypothesize differences such as these among more highly politically motivated people, certainly it seems reasonable to assume that there should be fundamental differences between people who are more and less motivated to attend, understand and store political information.

RELIANCE AND DIFFERENTIATION OF POLITICAL INFORMATION

What may be worth a reminder here is that reliance is commonly operationalized as the medium one relys on for political information and current affairs. One might get a different response to the reliance question if one asked about science information, cooking recipes or information in general. It then seems reasonable when examining political information holding and political attitudes to also take into account how interested a person claims to be in that type of information. Individuals and groups of individuals differ in the level of

importance they place on political information. This leads to one further notion worthy of note here. Most researchers (this author included) who are concerned about levels of political knowledge holding are highly concerned about political information and political activities in general. This inflicts a bias on respondents who do not hold the "correct amount" of political information. People probably should not be considered improperly informed or deviant because they hold less informed opinions at a particular time than politicos. While one can make many rational arguments why persons ought to hold certain levels of information, higher levels of political information could conceivably be dysfunctional for many persons. For example, the amount of time it takes to remain "informed" may be prohibitive for people who see their political duty as voting once every four years.

Given that individuals perceive differing political information needs, they would likely perceive differing media strategies as most appropriate to satisfy those needs. The quantity and quality of the political information needs for an individual or group of individuals differ. One way the quality and quantity of political information can vary is by source. Magazines probably more than any other medium present not only a great many facts, but even the "news" magazines present a viewpoint, a context for more complete understanding of the information. Television on the other hand, presents fewer, though usually more temporally salient bits of information. But its presentation has much less linkage between items (less context). One would assume that persons who felt they needed more complete, contextual information would tend to seek out printed sources of information. While those who feel they need only a temporal, topical understanding may generally be satisfied with television news. Persons who put less importance on contextual detail of political information may choose broadcast media as their primary news source.

SYMBOLS, MEANING AND THE MEDIA

Let us approach this from yet a slightly different perspective. The skills needed to use media differ. If one assumes that it would be difficult for a person with a cognitive structure that was undifferentiated for political information to assimilate a complex piece of political information because the structure was too different from the message, one could argue that the structure of the particular medium (symbols and symbol structure) may also be difficult for the individual to assimilate if the person's cognitive structure (concept, symbol arrangement) differs too greatly from the medium's.

Saloman (1979) argues:

> [T]hat different symbol systems, even when representing the same content, differ with respect to the amount of mental translation from external symbol system to internal mode that they require. Second, I propose that symbol systems call on qualitatively and quantitatively different mental skills, knowledge-acquisition outcomes can be expected to vary respectively.

Later he continues:

> On the basis of these arguments, it becomes possible to speak of ease of extracting information from symbolically coded messages. One symbol system does not communicate better than another. It calls for better-mastered skills than another.

From Saloman's perspective one could argue that persons who do not need to read to perform activities outside of their use of media and tend to use television for entertainment, for example, would tend not to use print media for their news information. People, then, who have been heavily socialized to reading for other purposes would probably also have been socialized to using print for their news source. So that people who hold political information salient will tend toward more differentiation of the political information, and further that those who tend toward print information for other than media use will tend toward print for their news source also.

Now reliance may re-enter. To the implicit hypotheses above add the following argument, which is derived from the second part of Saloman above. If

television use and newspaper use (or print and broadcast in general) have qualitatively and quantitatively different symbol systems, the knowledge acquired from them should be somewhat different. The more contextual print information should yield cognitive structures that are more interconnected, differentiated if you will. The broadcast information that is less contextualized should yield a cognitive structure that is less interconnected, more topical. One would, based on this rationale, expect print reliant people to have more context for their understanding of political information, a more differentiated cognitive space. A phenomenon that does not necessarily lend itself to direct exposure through particular "knowledge items."

DEFINITIONS AND HYPOTHESES

This discussion has now progressed far enough to attempt some definitions and explicit hypotheses.

Reliance on a medium for political information is a complex statement of preference that exists at two levels. On a group level, it reflects the success of socialization by an agent or agents to pass on the agent's preferred media use pattern for political information and with it the agent's relative importance of political knowledge holding, in terms of the degree of differentiated information about political systems and the symbol systems most conducive for its acquisition. And also with an individual level component, constrained by the individual's idiosyncratic interests and perceived needs.

Elizabeth Noelle-Neumann (1974) found that younger people, urban dwellers, higher income people, men and higher status job holders all were more willing to discuss the hypothetical issues on her hypothetical train ride than were older, rural, lower income people, women, and people who held lower status jobs. Though she found these group-related differences, she chose to ignore them and examined "the survey results without further breakdowns into these demographic groups," because, she said, the differences held for all findings. These demographic groups are, of course, some of the very groups one would expect to have

potential for significant impact on how an individual constructs his or her own conceptual arrangement.

The mere differentiation among groups and within levels of a group may be interesting, but the nature of the difference might be of more interest. Zajonc (1954, 1960) argues that the complexity and differentiation of a person's cognitive structure is greater for transmitters of information than for the receivers. It would seem reasonable to argue, then, that individuals who more often discuss political information would have a more differentiated cognitive space for political information. In that political interest and the level of political discussion are positively related (McLeod, Bybee and Durall 1979), and that political discussion tends to lead to increased media use for information (Tan 1980; Patterson 1980) political interest is here defined as a concern with political issues that manifests itself through interpersonal communication regarding current events, social and governmental positions and activities.

H1. The high political interest groups will have a more differentiated cognitive space than the low political interest groups.

Chaffee, McLeod and Wackman (1973) in a study about family communication patterns found that SES variables (an index of husband's occupation and education, wife's education, family income and perceived social status) were positively related with concept-oriented information and negatively related with socio-oriented communication. Socio-oriented communication are communication patterns that stress maintaining "harmonious personal relationships with parents and others. He may be advised to give in on arguments, avoid controversy, repress anger, and generally keep away from trouble."

Concept-oriented communication are communication patterns where the "child is stimulated to express his ideas and to challenge other's beliefs. He is frequently exposed to both sides of an issue, and takes part in controversial discussion with adults."

It would seem reasonable to argue that groups who tend more toward concept-oriented communication patterns should have, at least about political ideas and issues, more complex and differentiated conceptual structures than those who tend toward socio-oriented communication patterns.

Newspaper reliant is also generally positively related to SES variables, particularly education and income (Reese and Miller 1980).

H2. Newspaper reliant people will have a more differentiated cognitive space for political information than will television reliant people.

If, as other studies have noted, the low interest television reliant group attends the least amount of political information, one would expect these individuals to have the least need for political information on the whole and the least desire for depth of understanding.

H3. The LTV group will show the least differentiated cognitive space.

Many of the same studies noted that the highly politically interested newspaper reliant groups attend the most political information. Thus, probably demonstrating a higher need for quantity and likely a greater desire for depth of understanding than other groups.

H4. The HNP group will show the most differentiated cognitive space.

METHODS

Sample

The sample was drawn by sampling the 40 telephone exchanges within Dane County, Wisconsin, proportionally to the number of private telephone lines with random digit dialing within the exchanges.

Some 823 people were interviewed by trained, upper-level underclassmen and graduate students during the last two weeks of October, 1983, as part of a research methods class project.

Analysis

Political information in the form of national and international political issues were scaled multidimensionally among four political interest/media reliant groups. Each respondent was asked how related two issues were by assigning to each dyad a score from 0-100 (see appendix). The larger the number of units the less related the two issues. Each respondent was randomly asked to respond to either 16 or 17 of the potential 66 different pairings, thus it takes four respondents to make one complete matrix of responses (11 issues and "me"). Galileo, a MDS technique, was used to determine the coordinates. Next, Ward's minimizing the error sum of squares cluster analysis was used to examine the structure of the space.

The use of MDS to examine the "space" occupied by a group of concepts is well documented (Carroll and Chang 1975; Woelfel and Fink 1980; Woelfel and Danes 1980; Wish 1975; Shepard, Romney and Nerlove 1972). Using cluster analysis to analyze MDS has been suggested methodological combination (Kruskal 1977). Further guidelines for the interpretation of the cluster analysis employed here was Hubert and Baker (1976); Baker and Hubert (1975) Krippendorff (1980) and Hubert (1974).

It should be noted that analysis employed here will not yield conventional tests of significance. Just as factor analysis is a descriptive technique used to reduce data and aid in its interpretation, so multidimensional scaling and cluster analysis should not be expected to produce conclusions with directly testable probabilities.

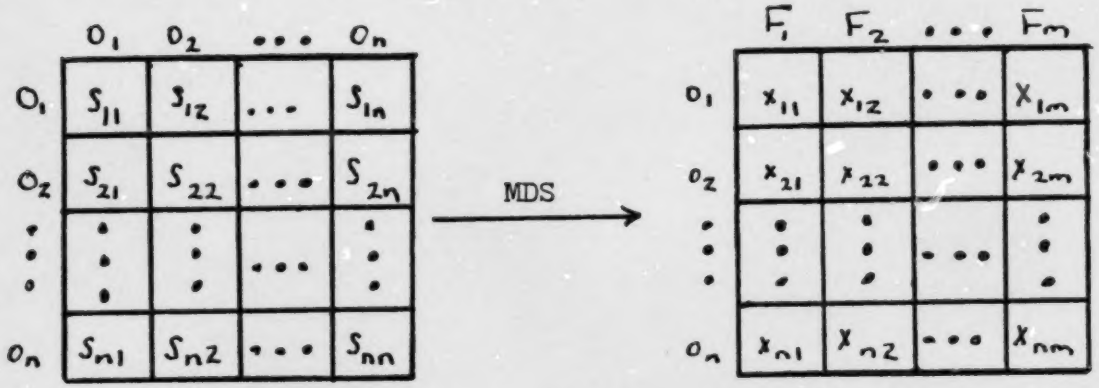
Some definitions:

Object Set $(o_1, o_2, \ldots, o_n)$ a collection of entities, e.g. variables, persons, things, etc.

Proximity Measures (s_{ij}) a measure of the similarity or dissimilarity between object pairs (o_i, o_j)

Similarity Measures Large s_{ij} values indicate (o_i, o_j) are alike and small values mean they are different, e.g. correlation coefficient.

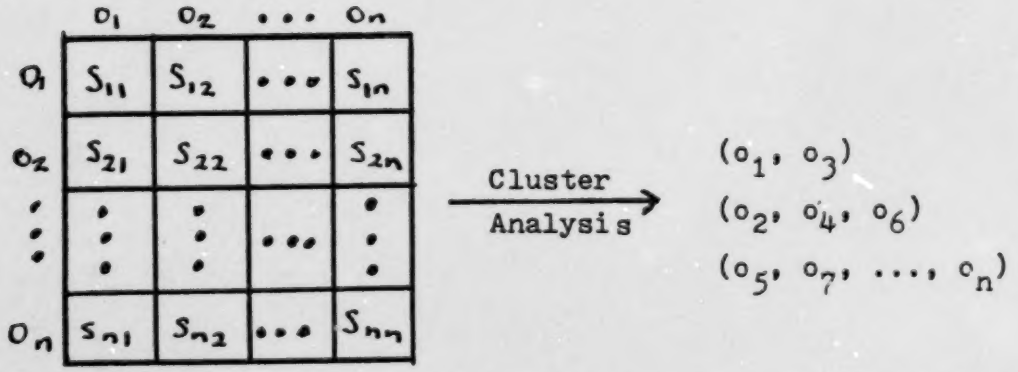
Dissimilarity Measures Large s_{ij} values indicate (o_i, o_j) are different and small values mean they are similar, e.g. interobject distances.



Multidimensional Scaling (MDS) Given any proximity measure between each pair (o_i, o_j), determine:

1. The characteristics (dimensions) that account for the proximity relations among the objects.
2. A measure of the amount of each characteristic possessed by each object (coordinates)

Input: Proximity Measures Output: Coordinates



Cluster Analysis Given any proximity measure between each pair (o_i, o_j) determine object groupings (clusters) that account for the proximity relations

Input: Proximity Measures Output: Groupings of Objects (clusters)

RESULTS

Tables 1 through 4 present the coordinates, corresponding eigenvalues and the regenerated distance matrix for the four groups. Cell sample sizes for the interest by reliance typology are: High Political Interest Newspaper Reliant (HNP) 199; High Political Interest Television Reliant (HTV) 114; Low Political Interest-Newspaper Reliant (LNP) 155; Low Political Interest-Television Reliant (LTV) 141. The remaining part of the sample was not further considered.

The actual distance matrices were tested using t-tests, comparing each pair of groups across the 66 different concept pairs. The largest difference was between the HTV group and the LTV group. Here 53 of the 66 means or 80 percent where different at alpha < .01. The smallest was between the HNP group and the LNP group, where 40 of 66 means or 61 percent were different at alpha < .01. By chance one would expect fewer than one pair per two group comparison to be significant on average or one comparison out of every one hundred t-tests done. It would appear that the concept pairings that will be used to construct the space are different, which would lead one reasonably to expect somewhat different spaces.

Of particular interest in tables 1-4 are the eigenvalues. The two newspaper groups have very similar eigenvalues through the fifth dimension. The two television groups, however, differ not only from one another, but also from the two newspaper groups. The LTV group clearly has five factors worthy of consideration, while examining all the values on a "scree" test (Fig. 1) shows the pattern of each set of eigenvalues (Kim and Mueller 1978). Even though LTV has five values over 1,000, one should note how the slope levels suggesting that for the LTV group no more than three dimensions are appropriate for consideration. One might also notice the dominance of the first dimension for the HTV group in comparison with the other three groups.

The amount of variance accounted for also demonstrates this difference. The first dimension, which appears to be an international/national dimension, accounts

for about 5 percent more variance than the HNP group, about 9 percent more than the LNP group and more than 10 percent more than the LTV group.

Tables 5 through 8 show the rotated coordinates. The rotation was Procrustian constraining all of the concepts except for the "you" concept. Figures 2 through 5 are pictorial representations of the first three dimensions representing 77.7% of the variance of the HNP group; 83.2% of the variance in the HTV group; LNP 74.5; and LTV 68.9%. Here, too, the general similarity of the two newspaper groups is apparent. The general close proximity of the domestic economic issues, 1-5, is clear, as is the general close proximity of the foreign affairs issues 6,7,11. If one compares the HTV group with the two newspaper groups, one notices the greater separation among the concepts in the HTV group, though a pattern generally similar to the newspaper groups is present. Finally, consider the LTV group. Here one notices some dispersion along the first dimension, less along the second, and relatively very little on the third. Pictorially, at least, the two newspaper groups and the HTV group appear more differentiated than the LTV group.

If one examines the groups more closely one notices that the HNP group, for example (Fig. 2), has a tight cluster composed of the economic concepts 1,3,4,5 with 2 nearby. The international issues form a less tight cluster, though clearly separated from the domestic issues. One would probably note the reasonably good dispersion on all three dimensions. Moving on to Figure 2, the HTV group, again one notes the good dispersion on all three dimensions. Worthy of comparison here is the less tight clustering of the economic concepts. They are still largely in the same quadrant yet the concepts appear somewhat more independent of one another, than they did within the space of the HNP group. These economic concepts still cluster on first and third dimensions as they did in the HNP space.

Looking at Figure 3, the LNP group, one notices again the same basic pattern with some variations. Probably overall this group resembles the HNP group more than the HTV group especially in the first dimension, but, interestingly, while

the HNP group clustered the economic variables in both the first and third dimensions, (as they did in the HTV space), the economic concepts tend to cluster only on the first dimension for the LNP group. The high interest groups appear to be more differentiated regarding economic issues.

Figure 5 clearly shows the greatest divergence from the pattern established by the high interest groups. While the LNP group showed some differences the LTV group is clearly less differentiated than the other three groups. Each of the three dimensions appear to have less differentiation, with the third dimension obviously less so. Although it was appropriately noted previously the techniques used here are not capable of clear statistical probability tests, there does appear to be some support of the first hypothesis, which stated that the high interest would have more differentiated space than would the low interest groups.

The second hypothesis finds only partial support here. It stated that the newspaper reliant groups would have more differentiated space than would the television reliant groups. This does appear to be the case for the low interest groups, but the high interest groups seem to present a different but probably no less complex arrangement of concepts. Reinforcing the notion that television is probably not inherently damaging.

Cluster Analysis

Let us move on to the cluster analysis to see if it can shed additional light on the actual arrangement of the concepts in the space.

The clustering was done using Ward's hierarchical clustering (Ward 1963; Wishart 1978). This method joins variables in such a way as to minimize the increase in error sum of squares. Tables 9 through 12 present the clustering process for each group. Figures 6 through 9 present the dendrogram representations of the joins. One manner in which to attempt to examine the different spaces would be to use the coefficients as indicators. Remembering that this method minimizes error sum of squares to cluster, the larger the range of coefficients the larger the space, in that a smaller space would produce less

error on average to join. The two newspaper groups show very similar coefficient pattern with the HNP group coefficients ranging from 10.88 at the first join to 135.67 at the last join or a range of 125.79, and the LNP group coefficients ranging from 14.39 to 140.59 with all the concepts clustered. Interestingly the television groups are quite different from one another and from the newspaper groups. HTV has the highest range with 162.99, and the LTV group has the lowest range with 83.48. This appears quite consistent with the MDS dimension plots examined earlier, the LTV group appeared to be the least differentiated space and the HTV group appeared to fill a larger amount of the space than did either of the newspaper groups.

Using a gamma to test prediction power against chance (Hubert and Baker 1975; Hubert and Baker 1976; Hubert 1974) one finds that all four groups joins tested against chance have a probability of less than .01 (Table 13 provides an example).

Let us examine one more group of evidence. The actual pattern of concepts one would be expected to find conceptually using these political issues and with reference to the earlier multidimensional space would be: an international cluster (6,7,10,11) a domestic economic cluster (1,2,3,4,5), and an "other domestic" cluster (8,10,12)-- 9 is the "you." This overall pattern emerges in all four of the groups (figures 10-13). A closer examination shows a remarkable similarity between the clustering patterns of the two high interest groups. They can be readily differentiated from the LNP group and to a lesser degree from one another, for example, by the different patterns in the clustering of the economic concepts. The HTV group first clusters Reagan's Economic Policies with Inflation and later adds The Size of the Federal Deficit. The HNP group first clusters The Size of the Federal Deficit with Inflation and later adds Reagan's Economic Policies. Compare these with the LNP group. This group first clustering The Deficit with Inflation, then adds Unemployment and finally Reagan's Economic Policies, all in a more compressed space -- coefficient range -- than any of the

other four groups. The LTV group is nearly compressed duplicate of the HTV space, with a very similar clustering to the HTV.

It seems reasonable to infer that, according to McLeod, Luetscher and McDonald, if television reliant people pay more attention to their reliant medium and if the HNP group also watches a relatively large amount of television news, and that the LTV group reads relatively few newspapers, then it may be that television is having an impact on the structuring of the cognitive space--at least for these issues. Look at it another way. The primary difference between the HTV group space and the LTV group space appears to be volume. In other words the more interested group has allocated a larger space for political affairs, but the general pattern appears similar. On the other hand, at least in the economic issues the two newspaper groups appear more different, than do the two television spaces. One difference between the LNP group and the others is that the LNP group watches less and pay less attention to television public affairs programming.

The multidimensional scaling and the cluster analysis combined can be examined in figures 10-13, which show the first seven joins of the clustering within the three MDS dimensions. It is hoped that careful examination of these figures will reinforce and add understanding and clarity of the proceeding analysis.

There would appear to be limited support for the third hypothesis. The high interest newspaper reliant group does clearly appear to be more differentiated than the LTV group, but it only has subtle differences from the LNP group, and is arguably less differentiated than the HTV group.

Finally, the fourth hypothesis finds support here. The LTV group does appear to have a less differentiated space than any of the other three groups.

Discussion

This study sought to shed some light on three questions (1) Do newspaper and television reliant people think about political information in the same manner? It would appear that there are, not surprisingly, some basic similarities between

these two groups. There also appears to be some interesting differences. Another study might try to examine some of them--especially the seeming differences in the volumes of the spaces alloted to the different groups. (2) What inferences can be drawn from the viewing of cognitive structures if one assumes a causal ordering from cognitive structure--level of differentiation to the media attended? Here one notes that overall the more interested, both television and newspaper reliant, had more differentiated cognitive spaces. Secondly, that interest was sufficient for a well differentiated space, as in the case of the high interest television group. Further, that for one to claim newspaper reliance, as for the low interest newspaper group, appears to mitigate the lack of political interest, at least to some degree. Finally, it appears here that only the combination of television reliance and low levels of political interest produces a clearly less differentiated space with respect to political issues.

This would help to clarify some discrepancies within the dependence/reliance literature. It allows that newspaper reliance, whether of higher or lower interest, is associated with a more developed understanding of political information, but it also provides evidence that only when television reliance is combined with lower levels of political interest is there a demonstrable difference in the cognitive space allocated to at least some political issues.

Clearly this study is only a small step in the pursuit of the answers to these questions. What this paper has tried to do is to make use of techniques largely unused in the mainstream of our field and to try to attempt a slightly different approach to just one of our persistent questions. Clearly it seems that reliance, at least across levels of political interest, has meaning. Further, it is becoming increasingly evident that at least for political information that television does not necessarily impede one's ability to access and use information.

Given these interpretations the following model can be proposed. Firstly, that one's antecedent social group contacts actively support a certain level of differentiation for the individual for a particular type of information. Further, that particularly differentiated space can best be established and maintained through the use of certain combinations of media--including a certain medium of preference/reliance. But, in that no one medium or even group of media can perfectly fit a desired cognitive structure, more or less information of greater or lesser complexity will be introduced into the structure. This, in turn, causes some change in the structure, or in the media mix, or both. The one variable in the media mix that probably would be resistant to change, given the structure's origins in the antecedent social groups expectations, is the generally preferred medium for the particular type of information--the reliant medium. This reliant medium would only change over time and with the corresponding rise or decline of a group or combination or groups influence on the individual.

For example, the non-drinker needs little information about various kinds of beers. Just knowing that there are both light and dark beers may be sufficient. Attending information that discusses the particular variety of hops that differentiates German beers from Dutch beers may be, for this individual, both too much or too complex information. The individual then would have to adjust the structure to allow increased differentiation about beer, or change reading habits to eliminate the source, or some combination of the two. A beer connoisseur, on the other hand, would need rather frequent injections of this type of information to maintain high quantity and complexity of information about beer, which is deemed important to maintain. But both people could claim reliance on television for beer information: the non-drinker because he is not expected to maintain high levels of beer information but gets most of what information he does have from television; and the connoisseur, because the social groups to which he belongs expect him to be able to discuss differences in beers shown on beer

advertisements. Neither person, using this argument, is likely to change his reliant medium unless group expectations change markedly.

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Table 1

Newspaper Reliant/High Political Interest

GALILEO COORDINATES OF 12 VARIABLES IN A METRIC MULTIDIMENSIONAL SPACE

NORMAL SOLUTION

		1	2	3	4	5	6	7	8
1	REAGAN E	-4.926	1.035	-5.508	-1.171	-4.000	16.133	8.452	-2.638
2	FED DEFI	-14.720	-19.216	-11.907	-10.168	13.968	4.973	-6.662	-1.347
3	UNEMPLOY	-25.959	-10.876	1.172	-3.394	-11.781	-4.487	6.804	.982
4	INFLATIO	-14.079	-8.859	-1.977	2.716	14.740	-8.234	7.672	2.557
5	PROTECT	-22.986	-11.504	-.739	19.768	-10.145	-4.737	-6.240	-2.127
6	CENTRAL	39.103	-7.132	9.509	17.401	2.808	6.948	-.552	1.558
7	USSR POL	35.964	1.309	3.336	-12.215	-7.132	-7.893	3.347	-3.125
8	ENVIRONM	-18.621	37.266	-15.603	.555	-3.669	2.223	-3.073	1.626
9	YOU	3.518	23.121	8.467	6.851	11.499	-4.530	3.823	.216
10	NUKE POL	23.411	2.309	-16.170	-4.699	-1.463	-4.828	-5.649	-.861
11	DEFENSE	14.245	-12.068	-4.331	-5.400	-5.508	2.467	-2.794	5.366
12	EDUCATIO	-16.949	4.614	33.751	-10.243	.683	1.965	-5.130	-2.207

EIGENVALUES (ROOTS) OF EIGENVECTOR MATRIX--

1	2	3	4	5	6	7	8
5790.775	2847.638	2014.017	1169.806	907.472	564.686	361.529	70.082

NUMBER OF ITERATIONS TO DERIVE THE ROOT--

1	2	3	4	5	6	7	8
6	8	6	100	7	6	14	4

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS-

1	2	3	4	5	6	7	8
47.811	23.511	16.628	9.658	7.492	4.662	2.985	.579

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS IN THEIR OWN SPACES-

1	2	3	4	5	6	7	8
42.188	20.746	14.673	8.523	6.611	4.114	2.634	.511

POLMED 4 ---REGENERATED DISTANCES

	1	2	3	4	5	6	7	8
1								
2	22.013							
3	30.732	35.554						
4	32.234	24.687	26.465					
5	39.994	41.366	23.359	33.358				
6	49.321	65.932	70.869	59.010	63.624			
7	46.671	62.357	62.291	57.037	68.070	35.178		
8	39.478	59.956	52.173	52.814	53.870	77.684	68.700	
9	36.593	49.884	47.718	29.532	49.681	40.081	38.912	25.674
10	38.176	43.299	54.510	44.430	54.767	34.757	10.264	48.847
11	27.875	29.511	36.186	30.821	44.312	23.018	16.649	52.091
12	45.727	51.811	40.339	45.914	49.467	67.443	61.485	59.317

	9	10	11	12
9				
10	39.004			
11	45.214	12.709		
12	37.616	63.583	48.204	

Table 2

Television Reliant/High Political Interest

GALILEO COORDINATES OF 12 VARIABLES IN A METRIC MULTIDIMENSIONAL SPACE

NORMAL SOLUTION

		1	2	3	4	5	6	7	8
1	REAGAN E	-10.714	-10.728	-5.362	9.438	-2.773	13.896	-8.018	-.252
2	FED DEFI	-1.849	-10.872	-6.675	-14.701	-5.734	6.731	11.193	-.112
3	UNEMPLOY	-32.972	-20.222	-8.651	-6.619	-2.057	-9.097	-1.440	-.256
4	INFLATIO	-22.334	-15.316	1.652	10.581	18.467	.698	4.149	.082
5	PROTECT	-25.811	5.524	-4.424	14.701	-13.739	-8.422	.814	.216
6	CENTRAL	38.705	-11.317	15.489	5.907	-6.965	2.380	3.173	.291
7	USSR POL	42.727	5.517	5.874	-6.198	3.079	-7.126	-2.053	-.312
8	ENVIRONM	-16.038	36.331	-15.987	-12.581	3.101	2.252	-.407	.242
9	YOU	1.212	28.122	12.513	12.798	4.634	-.829	3.964	-.191
10	NUKE POL	30.755	4.262	-22.378	5.421	-1.719	1.841	-2.401	-.129
11	DEFENSE	19.132	-15.271	-5.400	-7.174	6.353	-4.796	-4.077	.405
12	EDUCATIO	-22.813	3.971	33.349	-11.573	-2.648	2.472	-4.897	.016

EIGENVALUES (ROOTS) OF EIGENVECTOR MATRIX--

1	2	3	4	5	6	7	8
7785.079	3443.819	2499.089	1287.210	714.012	487.287	286.050	.654

NUMBER OF ITERATIONS TO DERIVE THE ROOT--

1	2	3	4	5	6	7	8
5	8	5	36	10	7	5	455

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS-

1	2	3	4	5	6	7	8
55.734	24.655	17.891	9.215	5.112	3.489	2.048	.005

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS IN THEIR OWN SPACES-

1	2	3	4	5	6	7	8
47.175	20.868	15.144	7.800	4.327	2.953	1.733	.026

---REGENERATED DISTANCES

	1	2	3	4	5	6	7	8
1								
2	30.641							
3	35.294	36.207						
4	24.072	38.867	25.451					
5	31.565	44.740	30.498	39.207				
6	53.761	47.404	77.273	66.146	69.184			
7	61.678	50.414	78.272	71.340	73.061	20.112		
8	53.716	49.346	59.222	60.538	46.333	81.718	69.536	
9	44.361	50.805	64.468	41.063	34.782	48.672	39.829	31.910
10	37.557	40.994	66.511	61.704	57.714	31.643	8.789	52.667
11	34.353	28.379	48.678	37.199	53.209	22.065	7.812	57.729
12	43.143	48.465	46.701	46.903	46.841	65.163	67.606	55.873

	9	10	11	12
9				
10	43.032			
11	53.860	13.307		
12	40.275	78.700	56.379	

Table 3

Newspaper Reliant/Low Political Interest

GALILEO COORDINATES OF 12 VARIABLES IN A METRIC MULTIDIMENSIONAL SPACE

NORMAL SOLUTION

		1	2	3	4	5	6	7	8
1	REAGAN E	-4.949	-6.009	-8.573	-9.551	-5.033	-.164	-6.061	9.987
2	FED DEFI	-6.275	-21.056	-11.057	-2.273	10.735	-8.576	13.841	-3.431
3	UNEMPLOY	-21.413	-15.142	-3.649	-1.156	8.977	-5.761	-12.809	.418
4	INFLATIO	-17.474	-15.060	-5.001	8.877	-5.881	12.576	6.179	2.846
5	PROTECT	-20.671	-4.849	18.868	8.202	-16.704	-1.480	6.029	-4.643
6	CENTRAL	34.141	-7.027	18.544	8.478	3.665	-10.059	-7.460	2.438
7	USSR POL	34.235	2.105	12.111	-10.279	-1.851	14.617	1.266	-2.541
8	ENVIRONM	-11.002	39.446	-14.296	-3.593	-5.150	-4.034	-2.591	-5.374
9	YOU	-10.415	25.612	4.209	26.121	-6.621	-4.971	-.455	-.747
10	NUKE POL	26.251	6.730	-17.942	-2.169	-.731	5.562	1.106	4.710
11	DEFENSE	22.619	-9.613	-8.029	-11.647	1.463	-3.229	.248	-4.483
12	EDUCATIO	-25.048	4.864	14.814	-11.009	17.129	5.520	.706	.820

EIGENVALUES (ROOTS) OF EIGENVECTOR MATRIX--

1	2	3	4	5	6	7	8
5650.279	3386.222	1908.561	1378.116	918.065	694.780	532.843	226.139

NUMBER OF ITERATIONS TO DERIVE THE ROOT--

1	2	3	4	5	6	7	8
6	5	9	7	10	9	11	11

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS-

1	2	3	4	5	6	7	8
43.149	25.859	14.575	10.524	7.011	5.306	4.069	1.727

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS IN THEIR OWN SPACES-

1	2	3	4	5	6	7	8
38.450	23.043	12.988	9.378	6.247	4.728	3.626	1.539

---REGENERATED DISTANCES

	1	2	3	4	5	6	7	8
1								
2	32.826							
3	27.975	30.351						
4	26.797	32.010	29.409					
5	37.732	41.642	38.684	26.936				
6	50.978	57.007	60.596	63.714	58.196			
7	48.535	58.821	64.871	56.965	56.151	27.043		
8	46.302	64.276	57.404	60.513	55.192	74.709	64.114	
9	49.064	58.689	53.479	48.311	41.017	60.320	61.385	35.201
10	30.496	39.767	55.298	46.203	64.153	37.760	14.897	43.127
11	29.659	31.181	47.630	45.613	55.724	33.376	20.395	56.376
12	38.959	44.086	33.827	41.694	39.958	66.724	58.311	52.183

	9	10	11	12
9				
10	54.283			
11	61.607	20.741		
12	52.665	62.028	57.051	

Table 4
Television Reliant/Low Political Interest
GALILEO COORDINATES OF 12 VARIABLES IN A METRIC MULTIDIMENSIONAL SPACE

NORMAL SOLUTION

		1	2	3	4	5	6	7	8
1	REAGAN E	-4.258	-4.852	-3.201	-10.645	-5.259	-3.144	16.081	3.331
2	FED DEFI	-19.534	-23.954	-12.308	-8.671	-8.649	10.073	-5.649	-5.565
3	UNEMPLOY	-35.464	-4.230	4.839	2.258	7.763	-13.567	4.421	-2.591
4	INFLATIO	-15.165	4.003	-1.414	-12.528	-14.079	-5.234	-11.616	7.374
5	PROTECT	-15.709	.146	3.896	-4.100	23.554	14.762	1.587	4.606
6	CENTRAL	29.193	-1.269	24.772	-8.200	10.636	-4.020	-6.948	-.646
7	USSR POL	37.938	.791	1.995	-4.348	-13.671	6.031	6.513	.421
8	ENVIRONM	8.916	20.388	-23.023	18.562	4.646	-.665	-2.590	4.835
9	YOU	-2.089	33.695	-1.978	-13.686	-.399	-1.037	.284	-4.899
10	NUKE POL	22.871	-.739	-16.841	3.075	9.690	-5.377	-2.018	-7.277
11	DEFENSE	9.424	-25.820	4.672	14.425	-1.788	-3.757	-.437	4.699
12	EDUCATIO	-16.121	11.841	18.590	23.858	-12.444	5.936	.373	-4.288

EIGENVALUES (ROOTS) OF EIGENVECTOR MATRIX--

1	2	3	4	5	6	7	8
5381.339	3106.783	2004.918	1772.111	1489.438	673.033	549.415	265.772

NUMBER OF ITERATIONS TO DERIVE THE ROOT--

1	2	3	4	5	6	7	8
6	7	14	13	31	10	8	4

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS-

1	2	3	4	5	6	7	8
40.083	23.141	14.934	13.200	11.094	5.013	4.092	1.980

PERCENTAGE OF VARIANCE ACCOUNTED FOR BY INDIVIDUAL FACTORS IN THEIR OWN SPACES-

1	2	3	4	5	6	7	8
35.304	20.382	13.153	11.626	9.771	4.415	3.604	1.744

	1	2	3	4	5	6	7	8
1								
2	35.086							
3	35.337	43.598						
4	32.063	33.905	35.642					
5	39.811	43.744	34.997	45.771				
6	50.407	69.575	69.722	56.429	53.974			
7	42.299	65.292	79.453	55.919	64.182	37.685		
8	47.268	63.378	62.173	49.337	51.068	62.968	53.027	
9	39.253	58.574	45.601	33.308	45.171	49.599	46.172	33.236
10	41.567	47.445	58.160	54.530	52.590	40.309	32.033	32.643
11	34.829	36.855	41.390	44.771	47.328	36.213	32.872	45.002
12	50.091	56.213	41.515	46.761	50.771	61.659	62.280	51.032

---REGENERATED DISTANCES

	9	10	11	12
9				
10	53.238			
11	67.859	28.473		
12	48.213	65.563	46.621	

Table 5

THE ROTATED COORDINATES OF SPACE

Newspaper Reliant/High Political Interest

		1	2	3	4	5	6	7	8
1	REAGAN E	-4.926	1.035	-5.508	-1.171	-4.000	16.133	8.452	-2.638
2	FED DEFI	-14.720	-19.216	-11.907	-10.168	13.968	4.973	-6.662	-1.347
3	UNEMPLOY	-25.959	-10.876	1.172	-3.394	-11.781	-4.487	6.804	.982
4	INFLATIO	-14.079	-8.859	-1.977	2.716	14.740	-8.234	7.672	2.557
5	PROTECT	-22.986	-11.504	-.739	19.768	-10.145	-4.737	-6.240	-2.127
6	CENTRAL	39.103	-7.132	9.509	17.401	2.808	6.948	-.552	1.558
7	USSR POL	35.964	1.309	3.336	-12.215	-7.132	-7.893	3.347	-3.125
8	ENVIRONM	-16.621	37.266	-15.603	.555	-3.669	2.223	-3.073	1.626
9	YOU	3.518	23.121	8.467	6.851	11.499	-4.530	3.823	.216
10	NUKE POL	23.411	2.309	-16.170	-4.699	-1.463	-4.828	-5.649	-.861
11	DEFENSE	14.245	-12.068	-4.331	-5.400	-5.508	2.467	-2.794	5.366
12	EDUCATIO	-16.949	4.614	33.751	-10.243	.683	1.965	-5.130	-2.207

THE ROTATED COORDINATES OF SPACE NUMBER 1

		9	10	11	12	13
1	REAGAN E	.000	.169	2.953	-1.015	-5.922
2	FED DEFI	.000	.222	-4.633	4.464	5.395
3	UNEMPLOY	.000	1.135	-7.797	-3.746	2.264
4	INFLATIO	.000	-.474	6.208	-1.905	5.523
5	PROTECT	.000	-.167	2.409	3.788	-2.598
6	CENTRAL	.000	.010	-3.394	-1.848	12.286
7	USSR POL	.000	.828	.671	7.546	9.194
8	ENVIRONM	.000	-.219	-.212	2.184	11.268
9	YOU	.000	.515	-2.496	1.489	-17.773
10	NUKE POL	.000	-.648	.236	-11.629	-5.546
11	DEFENSE	.000	-.609	1.730	4.921	-17.044
12	EDUCATIO	.000	-.764	4.324	-4.249	3.252

Table 6

THE ROTATED COORDINATES OF SPACE NUMBER 2

Television Reliant/High Political Interest

		1	2	3	4	5	6	7	8
1	REAGAN E	-10.413	-8.756	-4.976	5.908	-.920	15.868	10.612	-1.665
2	FED DEFI	-4.536	-11.588	-6.409	-11.717	5.653	5.762	-13.681	-.458
3	UNEMPLOY	-33.641	-20.697	-.822	-5.513	-9.360	-4.590	.862	1.812
4	INFLATIO	-21.416	-12.880	1.853	1.857	12.521	-6.258	18.923	4.624
5	PROTECT	-24.693	.896	-.202	21.687	-8.864	-3.505	-3.847	-2.486
6	CENTRAL	40.284	-11.755	10.037	4.598	6.042	5.631	-3.694	-.678
7	USSR POL	42.768	5.783	1.807	-8.020	-1.901	-6.608	-3.826	1.194
8	ENVIRONM	-18.805	35.742	-14.768	-6.911	-4.351	-3.607	-8.542	-2.004
9	YOU	3.287	27.058	8.465	14.715	8.551	-6.496	1.732	-1.050
10	NUKE POL	28.225	2.610	-25.761	2.587	-5.500	1.263	-.658	-.427
11	DEFENSE	18.155	-13.668	-5.361	-12.665	-3.947	-3.568	4.146	2.967
12	EDUCATIO	-19.215	7.254	36.137	-6.527	2.077	6.108	-2.029	-1.829

THE ROTATED COORDINATES OF SPACE NUMBER 2

		9	10	11	12	13
1	REAGAN E	-.031	4.620	-3.753	9.697	.765
2	FED DEFI	-.153	1.591	3.053	2.227	-5.718
3	UNEMPLOY	.317	2.941	-10.829	-1.562	-.344
4	INFLATIO	-.103	-.971	6.682	-3.264	10.376
5	PROTECT	-.214	-1.846	7.641	3.118	3.147
6	CENTRAL	.265	-4.109	-7.859	-.332	9.780
7	USSR POL	-.175	6.500	4.322	8.944	12.119
8	ENVIRONM	.103	-2.592	-3.432	3.387	10.325
9	YOU	.144	1.851	-9.130	2.250	-17.611
10	NUKE POL	-.021	-.971	8.116	-19.026	-3.751
11	DEFENSE	-.040	-5.445	-2.420	5.066	-17.426
12	EDUCATIO	-.093	-1.570	7.609	-10.503	-1.663

Table 7

THE ROTATED COORDINATES OF SPACE

Newspaper Reliant/Low Political Interest

		1	2	3	4	5	6	7	8
1	REAGAN E	-6.199	-6.681	-6.963	-2.350	-7.944	10.393	8.520	-.222
2	FED DEFI	-10.530	-22.773	-5.891	-10.292	8.042	-2.035	-10.804	6.828
3	UNEMPLOY	-21.951	-16.221	5.601	-3.014	-2.627	2.481	-1.637	-13.390
4	INFLATIO	-16.562	-12.266	-.615	6.509	7.223	-7.991	14.637	8.785
5	PROTECT	-14.638	-2.470	12.764	25.225	-5.164	-8.362	-1.359	9.671
6	CENTRAL	36.376	-8.135	6.359	9.376	4.960	4.180	-9.912	-12.202
7	USSR POL	37.760	3.344	5.341	-6.917	-6.421	-3.182	5.660	7.560
8	ENVIRONM	-14.775	38.674	-12.208	-5.072	-7.060	1.425	-4.611	-3.292
9	YOU	-9.908	26.974	-.275	20.696	13.382	-5.044	-4.043	-7.662
10	NUKE POL	21.095	6.468	-20.550	-11.886	4.364	3.152	6.024	.433
11	DEFENSE	19.380	-10.915	-11.202	-12.317	-6.531	.131	-4.709	.382
12	EDUCATIO	-20.048	4.001	27.639	-9.959	-2.224	4.563	-.540	3.109

THE ROTATED COORDINATES OF SPACE NUMBER 3

		9	10	11	12	13
1	REAGAN E	.000	5.048	-.287	6.865	-1.675
2	FED DEFI	.000	1.958	-4.077	7.611	7.314
3	UNEMPLOY	.000	2.070	-1.987	2.641	-2.981
4	INFLATIO	.000	-3.135	-.487	-1.265	8.499
5	PROTECT	.000	-2.288	8.082	-9.035	-5.490
6	CENTRAL	.000	-4.419	-3.191	-.786	6.485
7	USSR POL	.000	11.707	-.754	13.065	3.446
8	ENVIRONM	.000	-2.922	-.579	.279	11.862
9	YOU	.000	-2.971	3.462	-5.440	-.707
10	NUKE POL	.000	-.490	5.617	-8.524	-14.946
11	DEFENSE	.000	-.873	-5.652	-1.082	-10.150
12	EDUCATIO	.000	-3.686	-2.655	-4.311	-1.658

Table 8

THE ROTATED COORDINATES OF SPACE

Television Reliant/Low Political Interest

		1	2	3	4	5	6	7	8
1	REAGAN E	-2.285	-8.014	-4.625	2.106	-7.310	-4.587	17.374	-.931
2	FED DEFI	-14.129	-24.458	-10.868	-10.357	5.403	-12.764	-1.553	14.265
3	UNEMPLOY	-30.692	-18.017	4.049	1.984	-3.411	5.372	-1.069	-15.689
4	INFLATIO	-13.819	-6.134	1.351	3.743	18.885	5.268	11.418	7.789
5	PROTECT	-12.116	-7.888	1.631	21.123	-11.725	-5.664	-15.480	2.859
6	CENTRAL	35.330	-1.618	9.221	12.752	5.878	5.880	-7.074	-9.749
7	USSR POL	35.866	12.978	.179	-5.819	-.447	-5.305	12.225	7.885
8	ENVIRONM	-6.248	33.081	-12.331	-4.671	-4.715	6.842	-5.063	2.977
9	YOU	-8.466	22.517	5.517	18.215	12.836	-9.536	10.526	-6.987
10	NUKE POL	18.003	5.749	-23.843	-8.669	-2.430	-1.944	-8.669	-5.105
11	DEFENSE	13.810	-14.368	-2.590	-17.623	-9.751	12.537	-7.085	2.840
12	EDUCATIO	-15.254	6.173	32.309	-12.783	-3.213	3.799	-4.549	-.156

THE ROTATED COORDINATES OF SPACE NUMBER 4

		9	10	11	12	13
1	REAGAN E	.000	-3.468	-.085	-4.929	-.971
2	FED DEFI	.000	.565	-4.868	6.424	3.882
3	UNEMPLOY	.000	4.672	-.920	8.727	11.376
4	INFLATIO	.000	-.236	5.045	-5.623	1.150
5	PROTECT	.000	.194	3.035	-3.038	-1.411
6	CENTRAL	.000	-.301	-3.665	4.271	7.488
7	USSR POL	.000	5.031	1.244	6.905	10.463
8	ENVIRONM	.000	1.091	-4.176	7.122	8.759
9	YOU	.000	-2.049	-2.706	-1.843	-17.929
10	NUKE POL	.000	-1.6.1	6.903	-10.430	-2.758
11	DEFENSE	.000	-2.356	-2.670	-2.232	-20.368
12	EDUCATIO	.000	-1.468	2.862	-5.353	.318

Table 9

```
WARDS METHOD
Newspaper Reliant/ High Political Interest
OUTPUT CLASSIFICATIONS FOR    2 TO  11 CLUSTERS

WARDS METHOD GROUP   1 FUSE POINTS   7  10 AT COEF  10.880  11 CLUSTERS
   1    2    3    4    5    6    7    8    9    7   11   12
WARDS METHOD GROUP   2 FUSE POINTS   7  11 AT COEF  15.967  10 CLUSTERS
   1    2    3    4    5    6    7    8    9    7    7   12
WARDS METHOD GROUP   3 FUSE POINTS   3   5 AT COEF  23.560   9 CLUSTERS
   1    2    3    4    3    6    7    8    9    7    7   12
WARDS METHOD GROUP   4 FUSE POINTS   2   4 AT COEF  24.740   8 CLUSTERS
   1    2    3    2    3    6    7    8    9    7    7   12
WARDS METHOD GROUP   5 FUSE POINTS   8   9 AT COEF  25.010   7 CLUSTERS
   1    2    3    2    3    6    7    8    8    7    7   12
WARDS METHOD GROUP   6 FUSE POINTS   1   2 AT COEF  35.214   6 CLUSTERS
   1    1    3    1    3    6    7    8    8    7    7   12
WARDS METHOD GROUP   7 FUSE POINTS   6   7 AT COEF  39.694   5 CLUSTERS
   1    1    3    1    3    6    6    8    8    6    6   12
WARDS METHOD GROUP   8 FUSE POINTS   1   3 AT COEF  44.959   4 CLUSTERS
   1    1    1    1    1    6    6    8    8    6    6   12
WARDS METHOD GROUP   9 FUSE POINTS   8  12 AT COEF  55.190   3 CLUSTERS
   1    1    1    1    1    6    6    8    8    6    6    8
WARDS METHOD GROUP  10 FUSE POINTS   1   8 AT COEF  78.123   2 CLUSTERS
   1    1    1    1    1    6    6    1    1    6    6    1
CYCLE  11 NOW FUSE POINTS   1   6 AT COEFFICIENT 136.669 -    1 CLUSTERS AND NEW CLUSTER CODE IS    1
```

Table 10

```
WARDS METHOD
Television Reliant/ High Political Interest

OUTPUT CLASSIFICATIONS FOR    2 TO  11 CLUSTERS


WARDS METHOD GROUP    1 FUSE POINTS    7   11 AT COEF    7.470   11 CLUSTERS
   1    2    3    4      5    6    7     8    9   10    7   12
WARDS METHOD GROUP    2 FUSE POINTS    7   10 AT COEF   12.110   10 CLUSTERS
   1    2    3    4      5    6    7     8    9    7    7   12
WARDS METHOD GROUP    3 FUSE POINTS    1    4 AT COEF   24.240    9 CLUSTERS
   1    2    3    1      5    6    7     8    9    7    7   12
WARDS METHOD GROUP    4 FUSE POINTS    3    5 AT COEF   30.480    8 CLUSTERS
   1    2    3    1      3    6    7     8    9    7    7   12
WARDS METHOD GROUP    5 FUSE POINTS    8    9 AT COEF   31.870    7 CLUSTERS
   1    2    3    1      3    6    7     8    8    7    7   12
WARDS METHOD GROUP    6 FUSE POINTS    6    7 AT COEF   32.020    6 CLUSTERS
   1    2    3    1      3    6    6     8    8    6    6   12
WARDS METHOD GROUP    7 FUSE POINTS    1    2 AT COEF   38.220    5 CLUSTERS
   1    1    3    1      3    6    6     8    8    6    6   12
WARDS METHOD GROUP    8 FUSE POINTS    1    3 AT COEF   41.792    4 CLUSTERS
   1    1    1    1      1    6    6     8    8    6    6   12
WARDS METHOD GROUP    9 FUSE POINTS    8   12 AT COEF   53.457    3 CLUSTERS
   1    1    1    1      1    6    6     8    8    6    6    8
WARDS METHOD GROUP   10 FUSE POINTS    1    8 AT COEF   80.389    2 CLUSTERS
   1    1    1    1      1    6    6     1    1    6    6    1
CYCLE   11 NOW FUSE POINTS    1    6 AT COEFFICIENT 170.455 -    1 CLUSTERS AND NEW CLUSTER CODE IS    1
JOB ENDS
```

Table 11

```
WARDS METHOD
Newspaper Reliant/ Low Political Interest
OUTPUT CLASSIFICATIONS FOR    2 TO  11 CLUSTERS

WARDS METHOD GROUP    1 FUSE POINTS    7   10 AT COEF   14.390   11 CLUSTERS
   1    2    3    4     5    6    7    8    9    7   11   12
WARDS METHOD GROUP    2 FUSE POINTS    7   11 AT COEF   21.117   10 CLUSTERS
   1    2    3    4     5    6    7    8    9    7    7   12
WARDS METHOD GROUP    3 FUSE POINTS    2    4 AT COEF   26.730    9 CLUSTERS
   1    2    3    2     5    6    7    8    9    7    7   12
WARDS METHOD GROUP    4 FUSE POINTS    8    9 AT COEF   31.280    8 CLUSTERS
   1    2    3    2     5    6    7    8    8    7    7   12
WARDS METHOD GROUP    5 FUSE POINTS    2    3 AT COEF   31.310    7 CLUSTERS
   1    2    2    2     5    6    7    8    8    7    7   12
WARDS METHOD GROUP    6 FUSE POINTS    1    2 AT COEF   32.840    6 CLUSTERS
   1    1    1    1     5    6    7    8    8    7    7   12
WARDS METHOD GROUP    7 FUSE POINTS    1    5 AT COEF   39.700    5 CLUSTERS
   1    1    1    1     1    6    7    8    8    7    7   12
WARDS METHOD GROUP    8 FUSE POINTS    6    7 AT COEF   40.404    4 CLUSTERS
   1    1    1    1     1    6    6    8    8    6    6   12
WARDS METHOD GROUP    9 FUSE POINTS    8   12 AT COEF   50.047    3 CLUSTERS
   1    1    1    1     1    6    6    8    8    6    6    8
WARDS METHOD GROUP   10 FUSE POINTS    1    8 AT COEF   85.411    2 CLUSTERS
   1    1    1    1     1    6    6    1    1    6    6    1
CYCLE   11 NOW FUSE POINTS    1    6 AT COEFFICIENT 140.591 -    1 CLUSTERS AND NEW CLUSTER CODE IS    1
```

Table 12

```
WARDS METHOD


OUTPUT CLASSIFICATIONS FOR    2 TO  11 CLUSTERS
Television Reliant/Low Political Interest

WARDS METHOD GROUP    1 FUSE POINTS   10   11 AT COEF   28.470   11 CLUSTERS
   1    2    3    4    5    6    7    8    9   10   10   12
WARDS METHOD GROUP    2 FUSE POINTS    1    4 AT COEF   32.060   10 CLUSTERS
   1    2    3    1    5    6    7    8    9   10   10   12
WARDS METHOD GROUP    3 FUSE POINTS    8    9 AT COEF   33.240    9 CLUSTERS
   1    2    3    1    5    6    7    8    8   10   10   12
WARDS METHOD GROUP    4 FUSE POINTS    7   10 AT COEF   33.777    8 CLUSTERS
   1    2    3    1    5    6    7    8    8    7    7   12
WARDS METHOD GROUP    5 FUSE POINTS    3    5 AT COEF   35.000    7 CLUSTERS
   1    2    3    1    3    6    7    8    8    7    7   12
WARDS METHOD GROUP    6 FUSE POINTS    1    2 AT COEF   35.314    6 CLUSTERS
   1    1    3    1    3    6    7    8    8    7    7   12
WARDS METHOD GROUP    7 FUSE POINTS    6    7 AT COEF   41.559    5 CLUSTERS
   1    1    3    1    3    6    6    8    8    6    6   12
WARDS METHOD GROUP    8 FUSE POINTS    1    3 AT COEF   49.627    4 CLUSTERS
   1    1    1    1    1    6    6    8    8    6    6   12
WARDS METHOD GROUP    9 FUSE POINTS    8   12 AT COEF   55.081    3 CLUSTERS
   1    1    1    1    1    6    6    8    8    6    6    8
WARDS METHOD GROUP   10 FUSE POINTS    1    8 AT COEF   72.913    2 CLUSTERS
   1    1    1    1    1    6    6    1    1    6    6    1
CYCLE   11 NOW FUSE POINTS    1    6 AT COEFFICIENT 111.950 -    1 CLUSTERS AND NEW CLUSTER CODE IS    1
JOB ENDS
```

Table 13

Gamma Test
Newspaper Reliant/High Political Interest

Cluster Stage	1	2	3	4	5	6	7	8	9	10	11
7,10	X										
10,11		X									
7,11		X									
6,11							X				
3,5			X								
2,4				X							
8,9					X						
3,4								X			
1,11											X
4,9										X	
2,11											X
1,3								X			
4,11											X
1,4						X					
1,2						X					
5,4								X			
6,11							X				
6,7							X				
2,3								X			
1,9										X	
9,12									X		
3,11											X
9,10											X
1,10											X
7,9											X
1,8										X	
6,9											X
1,5								X			
3,12										X	
2,5								X			
2,10											X
5,11											X
4,10											X
9,11											X
1,12										X	
4,12										X	
1,7											X
3,9										X	
8,10											X
1,6											X
5,9										X	
2,9										X	
5,12										X	
8,11											X
3,8										X	
2,12										X	
4,8										X	
5,8										X	
3,10											X
5,10											X
4,7											X
4,6											X
8,12										X	
2,8										X	
7,12											X
3,7											X
2,7											X
5,6											X
10,12											X
2,6											X
6,12											X
5,7											X
7,8											X
3,6											X
6,8											X

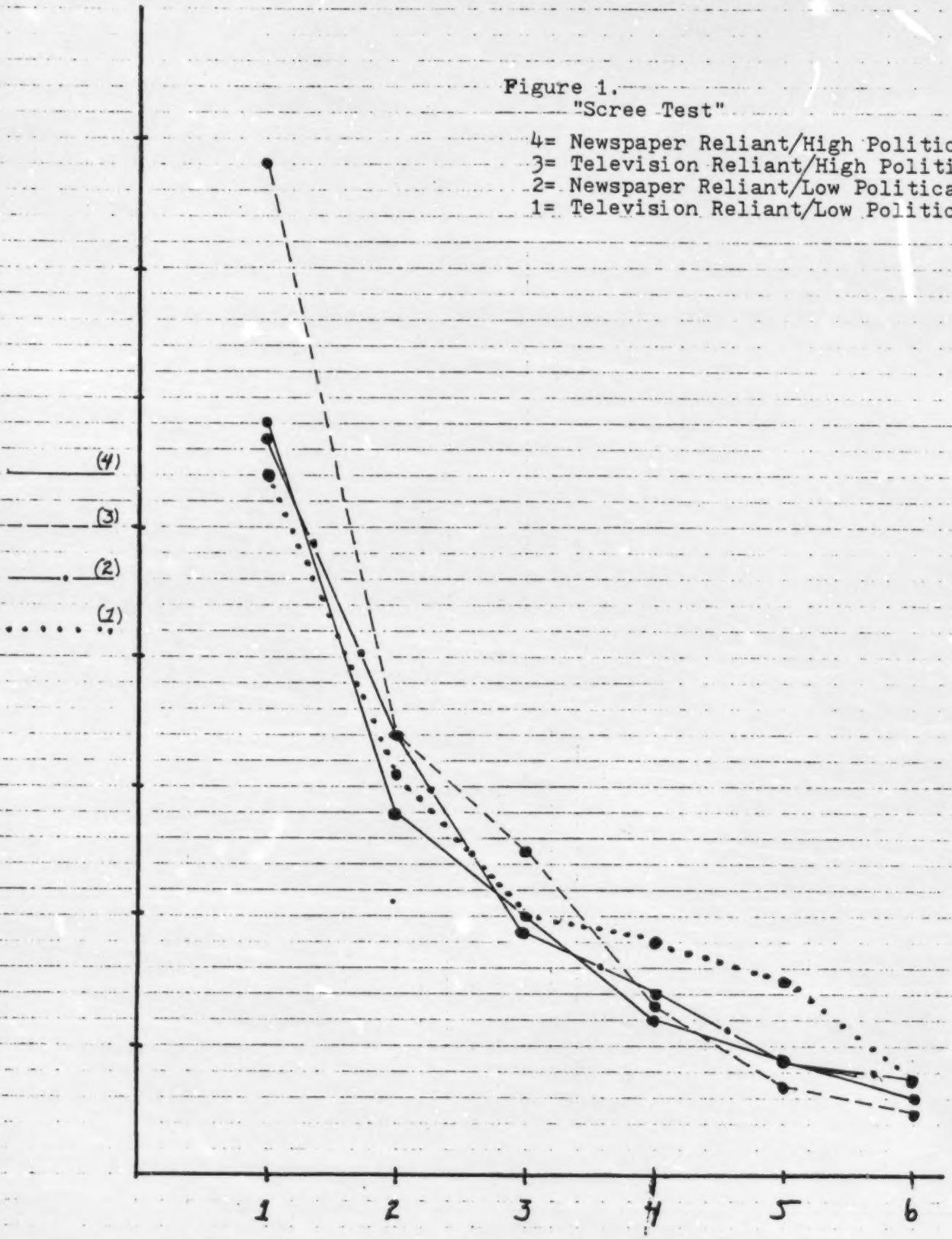
Gamma = (S+ - S-)/(S+ + S-)

S- = 296
S+ = 1240

1240-296/1240+296 = .615

Figure 1.
"Scree Test"

4= Newspaper Reliant/High Political Int.
3= Television Reliant/High Political Int.
2= Newspaper Reliant/Low Political Int.
1= Television Reliant/Low Political Int.



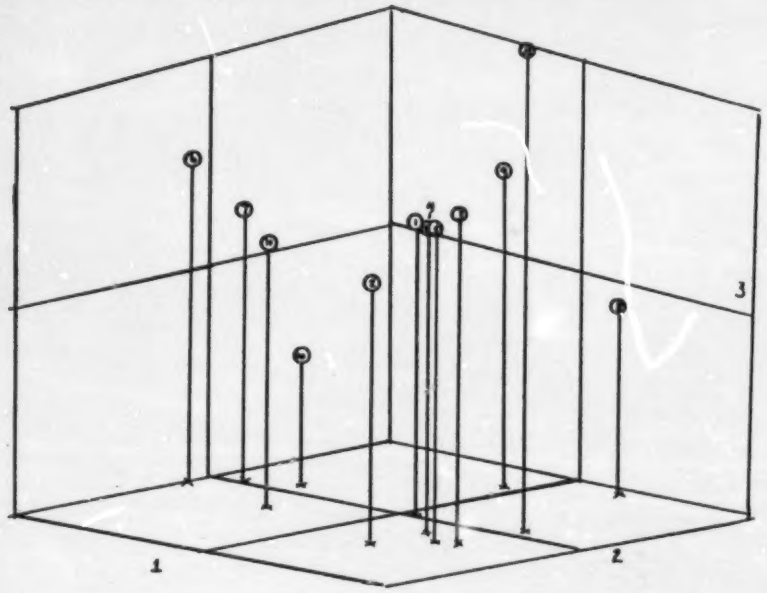


Figure 2 Newspaper Reliant/High Political Interest

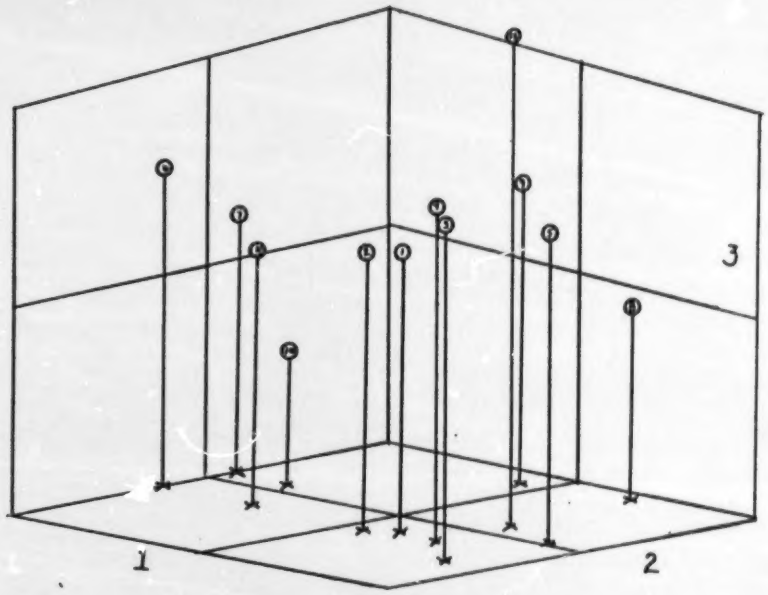


Figure 3 Television Reliant/High Political Interest

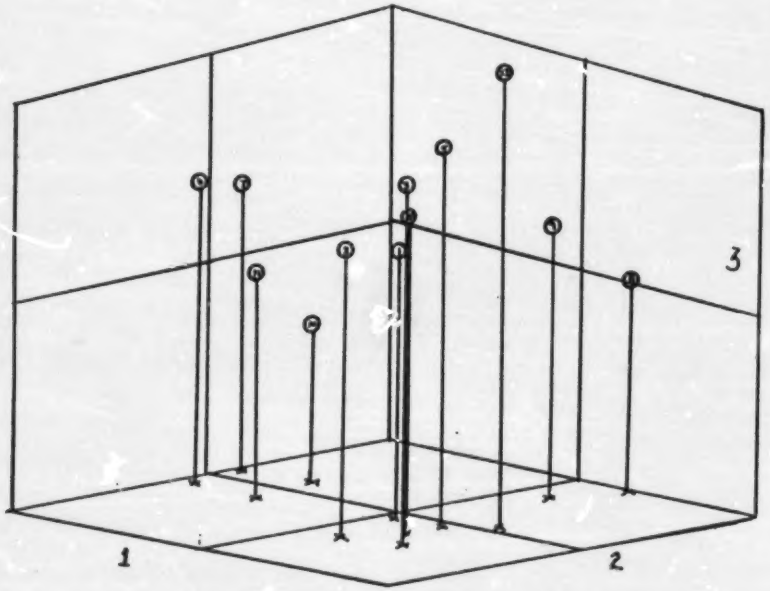


Figure 4 Newspaper Reliant/Low Political Interest

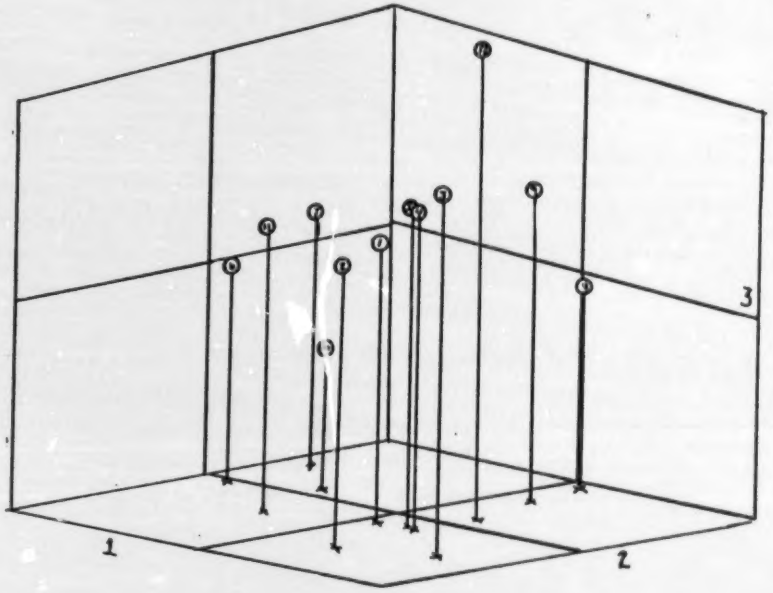


Figure 5 Television Reliant/Low Political Interest

DENDROGRAM

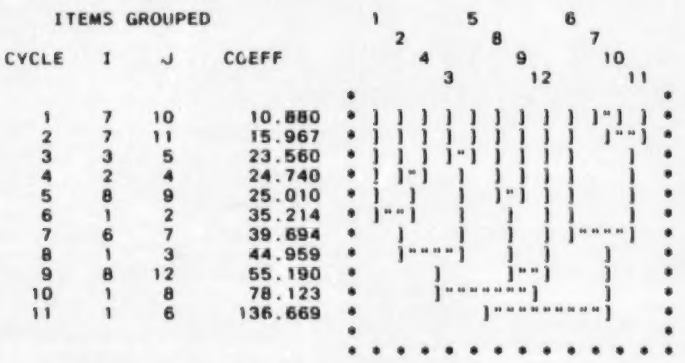


Figure 6 Newspaper Reliant/High Political Interest

DENDROGRAM

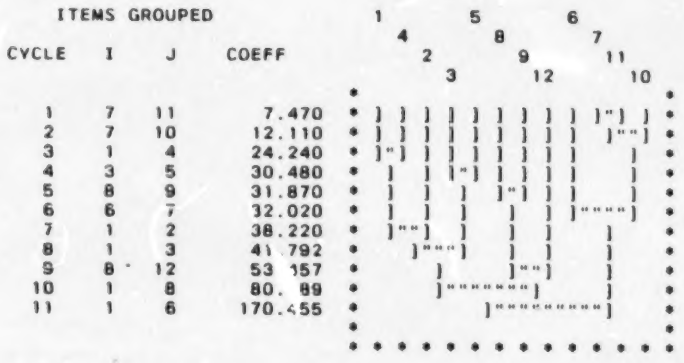


Figure 7 Television Reliant/High Political Interest

DENDROGRAM

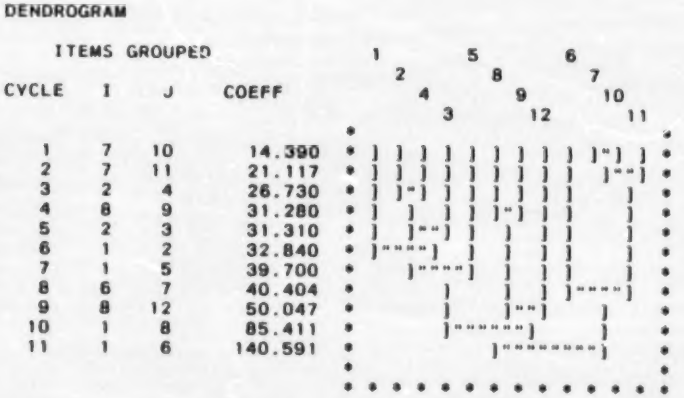


Figure 8 Newspaper Reliant/Low Political Interest

DENDROGRAM

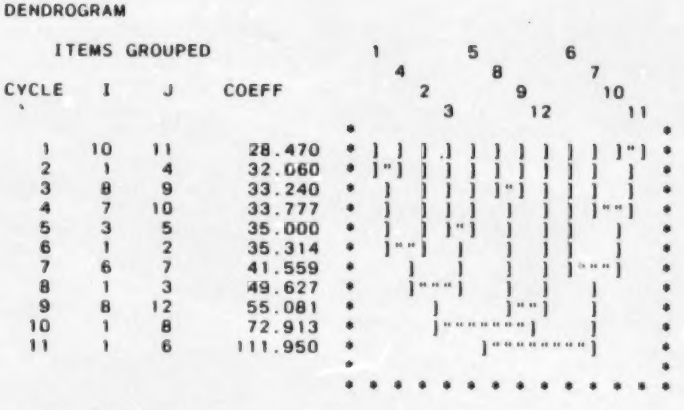


Figure 9 Television Reliant/Low Political Interest

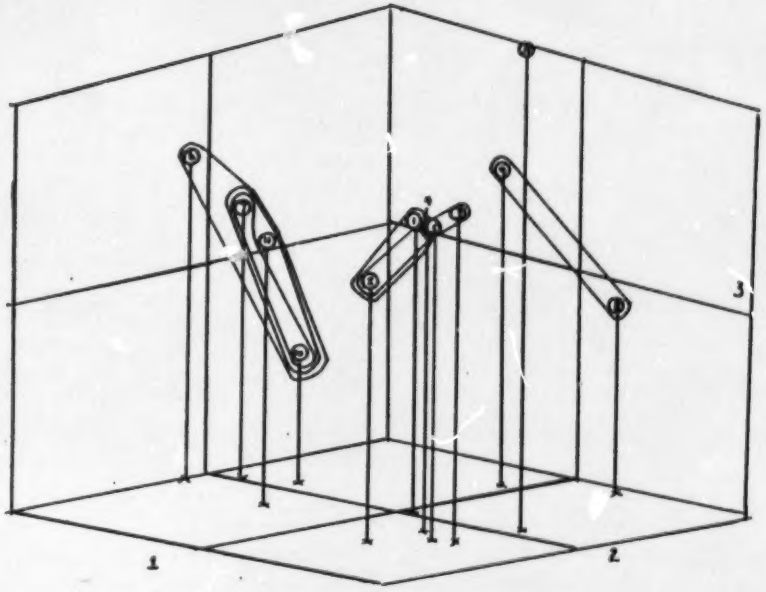


Figure 10 Newspaper Reliant/High Political Interest

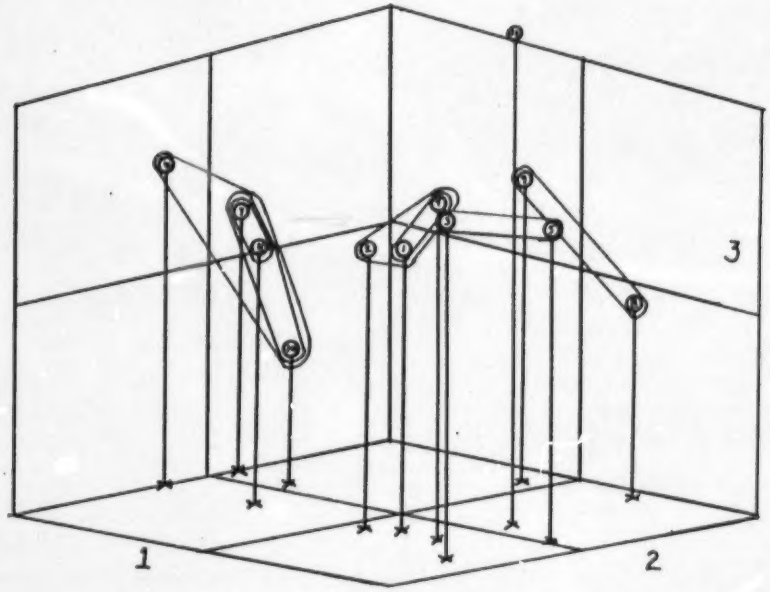


Table 11 Television Reliant/High Political Interest

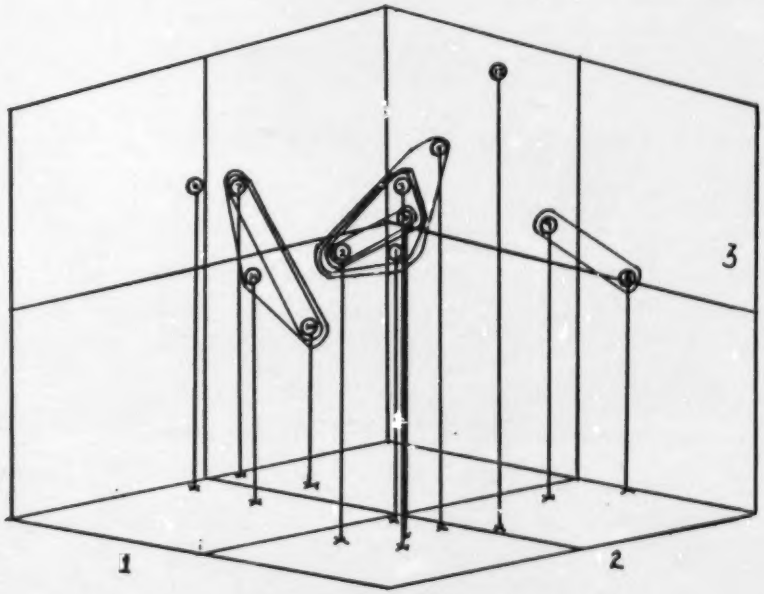


Figure 12 Newspaper Reliant/Low Political Interest

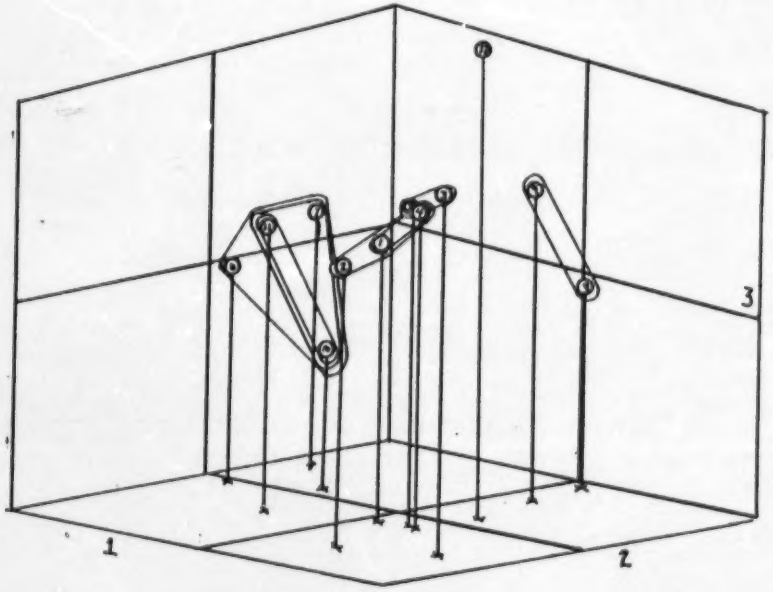


Figure 13 Television Reliant/Low Political Interest

APPENDIX

Measures

Political Interest was a scale of five questions, scaled 1-10.

"We would like to know how interested you are in politics."

"We would like to know how often you discuss politics with others: Your family, People you work with, Your friends, People in other social groups."

Alpha = .85

Reliance was derived from a question that asked the respondent: "Would you say that you use Newspapers, Family and Friends, Television, Magazines, Radio or some Other source for most of your current events and political affairs information?"

Respondents were rated newspaper reliant if they ranked newspapers first; television if they ranked television first.

Issue Salience was a series of univariate items rated on a zero to ten scale, where 0 is not at all important to our nation and is very important to our nation.

The issues were "The size of the federal deficit, Unemployment, Inflation, Reagan's economic policies, Protection of American jobs, Relations with the Soviet Union, The environmental issues, Defense spending, Quality of public education, U.S. nuclear weapons policy, and interest rates."

40

___(1)
___(2)
___(3)
___(4)
X (5)
___(6)
___(7)
___(8)
X (9)

49. Some people say that some of the issues facing the nation are related. Others say issues are mostly independent of each other. We would like you to tell us how related different pairs of issues are on a one hundred point scale. I will read you two issues, and I would like you to tell me how many units apart the two issues are. The distance between the two issues will be measured in units. The more different the two issues are, the more units apart they will be.

You may give me <u>any</u> number between 0 and 100 that you wish.

<u>Remember</u>. There is no right or wrong answer. It is just what you think.

Would you like an example?

(IF YES) (IF NO, next page)

For example, let's say that the two issues are the <u>Crisis in the Middle East</u> and <u>the Soviet downing of the Korean Airlines Jet</u>. I will ask you "How related are the <u>Crisis in the Middle East</u> and <u>the Soviet downing of the Korean Airlines Jet</u>?"

If you think that the two issues are very related you will give me a very small number. If you think that the two issues are identical, you might give me zero units.

On the other hand, if you think that these issues are very unrelated you will give me a very large number. If you think that the two issues are totally unrelated, you might give me 100 units.

(INTERVIEWER: IF R HAS TROUBLE WITH THE PAIRING THAT CONTAIN "YOU" ASK THEM TO TELL YOU IN UNITS HOW DISTANT THEY FEEL FROM THE PARTICULAR ISSUE)

How related are:	UNITS		
Reagan's Economic policies	_____	and the size of the federal deficit	____(10-12)
Reagan's Economic Policies	_____	and Unemployment	____(13-15)
Reagan's Economic Policies	_____	and Inflation	____(16-18)
Reagan's Economic Policies	_____	and Protecting American Jobs	____(19-21)
Reagan's Economic Policies	_____	and U.S. Role in Central America	____(22-24)
Reagan's Economic Policies	_____	and Relations with the Soviet Union	____(25-27)
Reagan's Economic Policies	_____	and the Environment	____(28-30)
Quality of Public Education	_____	and U.S. Nuclear Weapons Policy	____(31-33)
Quality of Public Education	_____	and You	____(34-36)
Unemployment	_____	and U.S. Role in Central America	____(37-39)
U.S. Nuclear Weapons Policy	_____	and You	____(40-42)
Protecting American Jobs	_____	and Relations with the Soviet Union	____(43-45)
Protecting American Jobs	_____	and the Environment	____(46-48)
Protecting American Jobs	_____	and Defense Spending	____(49-51)
Protecting American Jobs	_____	and the Quality of Public Education	____(52-54)
Protecting American Jobs	_____	and U.S. Nuclear Weapons Policy	____(55-57)
Protecting American Jobs	_____	and You	____(58-60)

1 (61)

62-79 Blanks

4 (80)

How related are:	UNITS		
Unemployment	_____	and Protecting American Jobs	____(10-12)
Unemployment	_____	and Relations with the Soviet Union	____(13-15)
Unemployment	_____	and the Environment	____(16-18)
Unemployment	_____	and Defense Spending	____(19-21)
Unemployment	_____	and the Quality of Public Education	____(22-24)
Unemployment	_____	and U.S. Nuclear Weapons Policy	____(25-27)
Unemployment	_____	and You	____(28-30)
Inflation	_____	and Protecting American Jobs	____(31-33)
Inflation	_____	and the U.S. Role in Central America	____(34-36)
Inflation	_____	and Relations with the Soviet Union	____(37-39)
Inflation	_____	and the Environment	____(40-42)
Inflation	_____	and Defense Spending	____(43-45)
Inflation	_____	and the Quality of Public Education	____(46-48)
Inflation	____	and U.S. Nuclear Weapons Policy	____(49-51)
Inflation	_____	and You	____(52-54)
Protecting American Jobs	_____	and the U.S. Role in Central America	____(55-57)

	6 (58)
	6 (59)
	6 (60)
	2 (61)
	62-79 Blanks
	4 (80)

How related are:	UNITS		
The Size of the Federal Deficit	_____	and Unemployment	____(10-12)
The Size of the Federal Deficit	_____	and Inflation	____(13-15)
The Size of the Federal Deficit	_____	and Protecting American Jobs	____(16-18)
The Size of the Federal Deficit	_____	and the U.S. Role in Central America	____(19-21)
The Size of the Federal Deficit	_____	and Relations with the Soviet Union	____(22-24)
The Size of the Federal Deficit	_____	and the Environment	____(25-27)
The Size of the Federal Deficit	_____	and Defense Spending	____(28-30)
The Size of the Federal DEficit	____	and the Quality of Public Education	____(31-33)
The Size of the Federal Deficit	_____	and U.S. Nuclear Weapons Policy	____(34-36)
The Size of the Federal Deficit	_____	and You	____(37-39)
Unemployment	_____	and Inflation	____(40-42)
Defense Spending	_____	and You	____(43-45)
Reagan's Economic Policies	_____	and Defense Spending	____(46-48)
Reagan's Economic Policies	_____	and the Quality of Public Education	____(49-51)
Reagan's Economic Policies	_____	and the U.S. Nuclear Weapons Policy	____(52-54)
Reagan's Economic Policies	_____	and You	____(55-57)

__X__(58)

__X__(59)

__X__(60)

__3__(61)

62-79 Blanks

__4__(80)

How related are:	UNITS		
U.S. Role in Central America	____	and Relations with the Soviet Union	____(10-12)
U.S. Role in Central America	____	and the Environment	____(13-15)
U.S. Role in Central America	____	and Defense Spending	____(16-18)
U.S. Role in Central America	____	and the Quality of Public Education	____(19-21)
U.S. Role in Central America	____	and the U.S. Nuclear Weapons Policy	____(22-24)
U.S. Role in Central America	____	and You	____(25-27)
Relations with the Soviet Union	____	and the Environment	____(28-30)
Relations with Soviet Union	____	and Defense Spending	____(31-33)
Relations with Soviet Union	____	and the Quality of Public Education	____(34-36)
Relations with Soviet Union	____	and U.S. Nuclear Weapons Policy	____(37-39)
Relations with Soviet Union	____	and You	____(40-42)
Environment	____	and Defense Spending	____(43-45)
Environment	____	and the Quality of Public Education	____(46-48)
Environment	____	and U.S. Nuclear Weapons Policy	____(49-51)
Environment	____	and You	____(52-54)
Defense Spending	____	and the Quality of Public Education	____(55-57)
Defense Spending	____	and U.S. Nuclear Weapons Policy	____(58-60)

4 (61)

62-79 Blanks

4 (80)